

Mead Johnson

Dear Sir,
 I just received your
 February 6th letter with enclosure.
 Thank you... I will certainly try to
 keep in touch on the L. & H. O. Cycle



DEPARTMENT OF STATE

Washington, D.C. 20520

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H044

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MEMORANDUM

February 25, 1981

TO : IO - Elliott Abrams
THROUGH : IO - Sarah G. Power PPD
FROM : IO/HNP - Neil A. Boyer
SUBJECT : US Industry Views on Infant Formula

I also find the Geneva cable encouraging. However, I suspect US industry is still trying to sort out its position, and it would be very surprising if they sat quietly from now until May.

- Steve Bauer of American Home Products/Wyeth is a leading official of ICIFI, the International Council of Infant Formula Industries. If the cable is correct, Bauer would be taking the ICIFI position. But Bauer told Sarah Power yesterday that AHP still finds the code unacceptable.
- Our Congressional Relations office was called yesterday by a staffer for the congressman whose constituents include Bristol-Myers, another US manufacturer, inquiring innocently about procedures for developing the US position in May. (That call should not have been necessary, since we are in regular contact with a Bristol-Myers vice president on this issue.)
- The Grocery Manufacturers of America have written to Schweiker and Haig, contending (erroneously) that the code extends to cereals and pureed vegetables, and urging the US to oppose the code. (Nestle's, which recently purchased the US Beechnut Co., is a member of the GMA, and so this also conflicts with the cable.)

EA
In the end, I suspect the US industry position will be:

- Not far by
Caveat
will Bauer
(Wright Lab.) even
taking into
account Neil's
- (1) To acknowledge the inevitability of adoption of a code in May and the fruitlessness of attempting to block it;
 - (2) To acknowledge that any effort to amend the code has a high likelihood of making it worse, and to desist from that pursuit; and

- 2 -

- (3) To attempt to get the USG to stand up and vote no, even on the recommendations version, even though the vote would be 154-1, since that could be used as an excuse by the companies for paying no attention to the code.